

## COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR MARCH 1979

	EVENING 7:00-11:00 PM										
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Variety(1)	Feature Films	All 25- 30 Min.	All 35- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM
											Regular Special(3) Total(3)
HOUSEHOLDS % AVG. AUD.	16.8	19.1	22.5	16.9		18.4	22.1	18.2	19.8	18.3	18.8 16.3
NO. OF PROGRAMS:	13	9	27	4	IFR	5	25	34	29	39	68 10 78

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)		11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Child- ren's(1)	Sports		
	Once-a-Week	Multi-weekly									Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	9.3	13.3	6.3	7.9	5.6	6.2	6.1	7.8	7.0	5.9	7.6	7.4	7.5
NO. OF PROGRAMS:	5	3	11	16	14	3	19	15	34	35	15	8	23

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.  
(2) INCLUDES 6:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.  
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

## NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 11, 1979

## NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	LAVERNE AND SHIRLEY	32.9	24,510	9	ANGIE#	27.1	20,190
2	HAPPY DAYS	32.0	23,840	10	TAXI	26.6	19,820
3	THREE'S COMPANY	31.8	23,690	11	M*A*S*H	26.5	19,740
4	MORK & MINDY	30.5	22,720	12	JOHN DENVER AND-LADIES(S)	26.4	19,670
5	ALICE#	30.1	22,420	13	LITTLE HOUSE-PRAIRIE	25.9	19,300
6	60 MINUTES	28.3	21,080	14	CHARLIE'S ANGELS	24.9	18,550
7	EIGHT IS ENOUGH	27.9	20,790	15	STOCKARD CHANNING-FRIENDS	24.4	18,180
8	ALL IN THE FAMILY	27.6	20,560	16	BARNEY MILLER#	24.2	18,030

2 SUN.	8.30P	60	CBS	CS	15	195	195	99	99	B	24.9	37	1855	CHIPS	22	201	197	97	95	A	20.7	36	1542
ALL IN THE FAMILY										A	27.6	41	2056	SAT.	8.00P	60	NBC	OP		B	20.2	35	1505
1 SUN.	8.00P	90	CBS	CS						B	26.4	39	1967										
2 SUN.	8.00P	30												CLIFFHANGERS	2	195	201	97	99	A	14.4	22	1073
ANGIE					4	191		99		A	27.1	41	2019	TUE.	8.00P	60	NBC	A		B	14.4	22	1073
1 THU.	8.30P	30	ABC	CS						B	29.0	43	2161	DALLAS						A	21.2	37	1579
B.J. AND THE BEAR					4		187		96	A	14.3	24	1065	2 FRI.	10.00P	60	CBS	GD		B	19.9	34	1483
2 SAT.	9.00P	60	NBC	A						B	17.9	30	1334										
														DAY OF THE ANIMALS(S)		168		95		A	17.5	31	1304
BARNABY JONES					19	191		99		A	18.0	31	1341	1 FRI.	9.00P	120	CBS	FF					
1 THU.	10.00P	60	CBS	PD						B	20.8	36	1550	DELTA HOUSE						A	14.3	25	1065
BARNEY MILLER					21	184		98		A	24.2	36	1803	SAT.	8.00P	30	ABC	CS		B	15.4	27	1147
1 THU.	9.00P	30	ABC	CS						B	23.2	36	1728							A	21.2	36	1579
										A	17.2	26	1281	DIFFRENT STROKES	17	197	189	97	98	B	19.7	33	1468
BATTLESTAR: GALACTICA					18		201		99	B	20.3	31	1512	FRI.	8.00P	30	NBC	CS		A	22.3	37	1661
2 SUN.	8.00P	60	ABC	SF						A	16.1	26	1199	DUKES OF HAZZARD	6		176		95	B	20.5	34	1527
BIG EVENT-TUE.					20	204	199	98	98	B	17.3	27	1289	2 FRI.	9.00P	60	CBS	GD		A	27.9	43	2079
TUE.	9.00P	120	NBC	FV						A	17.4	27	1296	EIGHT IS ENOUGH	23	200	194	99	98	B	24.6	38	1833
										B	19.6	30	1460	WED.	8.00P	60	ABC	CS		A	16.6	28	1237
BIG EVENT					14	206	203	99	99	A	17.4	27	1296	FAMILY						B	18.3	32	1363
1 SUN.	9.00P	120	NBC	FV						B	19.6	30	1460	THU.	10.00P	60	ABC	GD		A	20.0	36	1490
2 SUN.	7.00P	180																		B	21.3	38	1587
BILLY					2	180	175	97	95	A	15.5	24	1155	FANTASY ISLAND	22	187	200	97	99	A	15.3	23	1140
MON.	8.00P	30	CBS	CS						B	15.5	24	1155	SAT.	10.00P	60	ABC	A		B	15.3	23	1140
														FLATBUSH	2	180	175	96	96	A	32.0	49	2384
BOB HOPE-YOUTH AWARDS(S)					195			97		A	18.1	30	1348	MON.	8.30P	30	CBS	CS		B	29.3	46	2183
1 FRI.	8.30P	60	NBC	AC										HAPPY DAYS	23	211	207	99	99				
BOSTON AND KILBRIDE(S)					160			94		A	9.0	16	671	TUE.	8.00P	30	ABC	CS					
1 SAT.	10.00P	60	CBS	GD																			

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST MAR. 1979 REPORT

PROGRAM NAME										PROGRAM NAME									
T/C THIS SEASON										T/C THIS SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
K E Y										K E Y									
W K # DAY START TIME DUR NET TYPE										W K # DAY START TIME DUR NET TYPE									
WK 1 WK 2 WK 1 WK 2										WK 1 WK 2 WK 1 WK 2									
AUG. % SHARE % (0,000)										AUG. % SHARE % (0,000)									
EVENING CONT'D										NBC NEWS UPDATE-M-F									
HAWAII FIVE-O										1 M-TH 8.58P 1 NBC N									
1 THU. 9.00P 60 CBS OP										1 FRI. 9.28P 1									
HELLO, LARRY										2 M-F 8.58P 1									
1 FRI. 9.30P 30 NBC CS										NBC NEWS UPDATE-SAT.									
2 FRI. 8.30P 30										SAT. 8.58P 1 NBC N									
HOW THE WEST WAS WON										NBC NEWS UPDATE-SUN.									
MON. 9.00P 120 ABC EW										SUN. 8.58P 1 NBC N									
INCREDIBLE HULK										NBC NIGHTLY NEWS-SAT.									
FRI. 8.00P 60 CBS SF										SAT. 6.30P 30 NBC N									
JEFFERSONS										NBC NIGHTLY NEWS-SUN.									
WED. 9.30P 30 CBS CS										SUN. 6.30P 30 NBC N									
JOHN DENVER AND-LADIES(S)										NBC NIGHTLY NEWS									
2 THU. 8.30P 60 ABC GV										M-F 6.30P 30 NBC N									
KAZ										NBC NOVELS FOR TELEVISION									
WED. 10.00P 60 CBS GD										WED. 9.00P 120 NBC GD									
LAVERNE AND SHIRLEY										NEWSBREAK-M-F									
TUE. 8.30P 30 ABC CS										1 M-WTHF 8.58P 1 CBS N									
LEOPARD OF THE WILD(S)										1 TUE. 8.50P 1									
1 THU. 8.00P 60 NBC DO										2 M-F 8.58P 1									
										NEWSBREAK-SAT.									

LITTLE HOUSE-PRAIRIE										1 SAT. 8.56P 1 CBS N									
MON. 8.00P 60 NBC GD										2 SAT. 8.58P 1									
LITTLE WOMEN										NEWSBREAK-SUN.									
2 THU. 8.00P 60 NBC GD										SUN. 9.28P 1 CBS N									
LOU GRANT										ONE DAY AT A TIME									
MON. 10.00P 60 CBS GD										WED. 9.00P 30 CBS CS									
LOVE BOAT										OSMOND FAMILY SHOW									
SAT. 9.00P 60 ABC CS										SUN. 7.00P 60 ABC GV									
MAKIN' IT										PAPER CHASE									
FRI. 8.00P 30 ABC CS										1 TUE. 10.00P 60 CBS GD									
MARRIED:THE FIRST YEAR										PEOPLE'S CHOICE AWARDS(S)									
WED. 8.00P 60 CBS GD										2 THU. 9.00P 126 CBS AC									
MARY TYLER MOORE HOUR										QUINCY, M.E.									
SUN. 10.00P 60 CBS CV										1 THU. 9.00P 60 NBC OP									
M*A*S*H										2 THU. 9.00P 115									
MON. 9.00P 30 CBS CS										ROCKFORD FILES									
MIDEAST:CARTER GAMBLE(S)										1 SAT. 9.00P 120 NBC PD									
2 SAT. 8.30P 30 ABC N										2 SAT. 10.00P 60									
MORK & MINDY										SALVAGE 1									
THU. 8.00P 30 ABC CS										MON. 8.00P 60 ABC A									
MRS. COLUMBO										60 MINUTES									
1 THU. 10.00P 60 NBC SM										SUN. 7.00P 60 CBS DN									
NBC MONDAY NIGHT MOVIES										SOAP									
1 MON. 9.00P 115 NBC FF										THU. 9.30P 30 ABC CS									
2 MON. 9.00P 120										STARKY AND HUTCH									
										2 TUE. 10.00P 60 ABC OP									



## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST MAR. 1979 REPORT

PROGRAM NAME					I/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					I/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
EVENING CONT'D																												
STOCKARD CHANNING-FRIENDS					2	185	187	99	99	A	24.4	36	1818	2 M & W 11.30P 69						164	165	92	93	A B	4.8 4.9	29 28	358 365	
SUN. 9.30P 30 CBS CS									B	24.4	36	1818	2 TUE. 11.30P 70															
SUPERTRAIN					4	206		96	A	12.4	19	924	2 THU. 11.37P 29															
1 WED. 8.00P 60 NBC GD									B	17.2	26	1281	LATE MOVIE II 107															
SWEEPSTAKES					7	192	179	94	96	A	12.1	22	901	MON. 12.42A 44 CBS FF														
FRI. 10.00P 60 NBC GD									B	11.1	19	827	TUE. 12.43A 44															
TAXI					20	202	196	99	98	A	26.6	41	1982	1 WED. 12.40A 44														
TUE. 9.30P 30 ABC CS									B	25.2	38	1877	1 THU. 12.39A 26															
THREE'S COMPANY					21	206	198	99	98	A	31.8	48	2369	1 FRI. 12.45A 44														
TUE. 9.00P 30 ABC CS									B	30.1	45	2242	2 WED. 12.42A 43															
TURNABOUT					2		165		94	A	11.0	18	820	2 THU. 12.13A 53														
2 FRI. 9.30P 30 NBC CS									B	10.6	17	790	2 FRI. 12.45A 45															
20/20(S)						198		99		A	19.8	34	1475	MANNIX-WED. 8					165	165	93	95	A B	4.5 4.3	28 27	335 320		
1 TUE. 10.00P 60 ABC DN														1 WED. 12.38A 41 ABC OP														
VEGA\$					20	197	189	99	97	A	21.8	38	1624	2 WED. 12.37A 37														
WED. 10.00P 60 ABC PD										B	20.4	34	1520	MANNIX-THURS. 9					164	166	93	95	A B	3.4 4.0	24 25	253 298		
WALTONS					21	186	193	97	97	A	20.2	31	1505	1 THU. 12.38A 64 ABC OP														
THU. 8.00P 60 CBS GD										B	19.4	30	1445	2 THU. 1.07A 45														
WEEKEND					7		197		97	A	9.7	17	723	MIDEAST:CARTER GAMBLE-THU(S) 181								96	A	5.5	18	410		
														2 THU. 11.30P 30 ABC N														
														MIDNIGHT SPECIAL 22					198	196	98	97	A	3.5	23	261		

2 SUN.	10.00P	60	NBC DN							B	10.6	17	790	FRI.	1.00A	90	NBC PC						B	3.6	23	268
WELCOME BACK, KOTTER				4	188		97			A	13.2	23	983	NBC LATE NIGHT MOVIE		21		112	111	63	64	A	3.5	17	261	
1 SAT.	8.30P	30	ABC CS							B	14.0	24	1043	1 SUN.	11.30P	124	NBC FF						B	2.8	14	209
WHAT'S HAPPENING				5	195	189	99	97		A	13.5	22	1006	2 SUN.	11.30P	126										
FRI.	8.30P	30	ABC CS							B	15.7	26	1170	POLICE STORY-MON.		9		176	176	95	96	A	6.2	24	462	
WKRP IN CINCINNATI				7	201	194	99	98		A	23.0	34	1714	1 MON.	11.30P	66	ABC OP						B	6.6	24	492
MON.	9.30P	30	CBS CS							B	21.7	31	1617	2 MON.	11.30P	65										
WONDER WOMAN(B)						182		98		A	14.1	24	1050	POLICE WOMAN		22		176	175	95	96	A	7.0	27	522	
2 SAT.	8.00P	60	CBS SF											1 WED.	11.30P	68	ABC OP						B	6.9	26	514
WONDERFUL WORLD OF DISNEY				19	214		99			A	16.2	25	1207	2 WED.	11.30P	67										
1 SUN.	7.00P	120	NBC FV							B	17.9	28	1334	SATURDAY NIGHT		19		209	213	97	99	A	14.3	41	1065	
•LATE FRINGE														1 SAT.	11.30P	77	NBC GV						B	13.0	38	969
ABC WEEKEND REPORT-SAT.				22	152	152	88	87		A	7.7	15	574	2 SAT.	11.30P	81							A	5.0	22	373
SAT.	11.00P	15	ABC N							B	8.0	16	596	STARKY AND HUTCH-11:30		22		173	174	94	96	A	6.7	25	499	
ABC WEEKEND REPORT-SUN.				22	152	153	92	92		A	7.7	17	574	1 THU.	11.30P	68	ABC OP						B			
SUN.	11.00P	15	ABC N							B	6.9	16	514	2 THU.	12.00M	67										
BARETTA-11:30PM				22	147	148	89	90		A	6.1	19	454	TOMORROW SHOW		87		173	173	97	97	A	2.7	21	201	
FRI.	11.30P	65	ABC OP							B	5.7	18	425	M-TH	1.00A	45	NBC CC						B	2.5	19	186
CBS SUNDAY NEWS-BRADLEY				21	132	133	76	77		A	7.0	15	522	TONIGHT SHOW		109		213	211	99	99	A	7.2	27	536	
SUN.	11.00P	15	CBS N							B	7.9	17	589	1 M-TH	11.30P	75	NBC GV						B	7.5	27	559
LATE MOVIE I				108	164	166	92	92		A	7.7	28	574	1 FRI.	11.30P	79										
1 M & TH 11.30P		69	CBS FF							B	7.4	26	551	2 MTUF	11.30P	75										
1 TU & W 11.30P		70												2 WED.	11.30P	76										
FRI.	11.30P	72												2 THU.	11.30P	81										
														TUESDAY MOVIE OF THE WEEK		19		171	172	95	96	A	5.5	21	410	
														SUN.	11.30P	71	ABC FF						B	6.5	25	484



ALL NEW PINK PANTHER	24	185	185	92	92	A	5.7	23	425	SAT.	10.30A	30	NBC CA		B	7.3	27	544
SAT.	11.30A	30	ABC CA			B	6.1	24	454	FABULOUS FUNNIES		6			A	4.5	17	335
ALL NEW POPEYE HOUR 1	24	190	188	96	96	A	4.2	27	313	SAT.	12.30P	30	NBC CA		B	5.0	18	373
1 SAT.	8.00A	30	CBS CA			B	4.1	31	305									
2 SAT.	8.21A	9								FACE THE NATION		24			A	3.0	14	224
ALL NEW POPEYE HOUR 2	24	190	188	96	96	A	5.9	30	440	SUN.	11.30A	30	CBS CC		B	3.3	13	246
SAT.	8.30A	30	CBS CA			B	6.3	34	469	FANGFACE		18			A	5.4	22	402
ALVIN AND THE CHIPMUNKS	1		188		97	A	4.2	30	313	SAT.	11.00A	30	ABC CA		B	6.3	25	469
2 SAT.	8.00A	30	NBC CA			B	4.2	30	313									
AMERICAN BANDSTAND '79	17	165	163	86	85	A	5.4	21	402	FANTASTIC FOUR		18			A	4.4	23	328
1 SAT.	12.30P	60	ABC PC			B	5.9	21	440	SAT.	8.30A	30	NBC CA		B	3.9	22	291
2 SAT.	12.30P	37								FAT ALBERT AND COSBY KIDS		23			A	6.5	24	484
& 1.22P	8									1 SAT.	12.30P	30	CBS CA		B	7.5	27	559
AMERICAN SPORTSMAN	1		164		86	A	4.7	16	350	2 SAT.	12.30P	28						
2 SAT.	2.30P	60	ABC SA			B	4.7	16	350	FRED AND BARNEY SHOW		6			A	7.5	30	559
ANIMALS, ANIMALS, ANIMALS	24	130	127	81	82	A	2.7	12	201	SAT.	11.00A	30	NBC CA		B	8.3	31	618
SUN.	11.30A	30	ABC CL			B	3.1	13	231	GODZILLA SUPER 90 I		18			A	6.5	29	484
ARK II	18	160		85		A	5.5	20	410	SAT.	9.00A	30	NBC CA		B	5.5	25	410
1 SAT.	1.00P	30	CBS CL			B	5.5	18	410									
BAY HILL GOLF CLASSIC-SAT(S)		163		86		A	3.7	11	276	GODZILLA SUPER 90 II		18			A	6.9	27	514
1 SAT.	4.00P	90	NBC SE			B				SAT.	9.30A	30	NBC CA		B	6.4	25	477
BAY HILL GOLF CLASSIC-SUN(S)		179		92		A	7.4	19	551	GODZILLA SUPER 90 III		18			A	6.6	25	492
1 SUN.	3.00P	146	NBC SE			B				SAT.	10.00A	30	NBC CA		B	6.5	24	484
BUFORD &-GALLOPING GHOST	6	178	162	85	77	A	6.2	24	462	IN THE NEWS- 8.26AM		24			A	4.3	26	320
SAT.	12.00N	30	NBC CA			B	6.3	23	469	SAT.	8.26A	3	CBS CN		B	5.1	34	380
										IN THE NEWS- 8.56AM		24			A	6.3	30	469
										SAT.	8.56A	3	CBS CN		B	6.3	32	469



SUN.	8.56A	3 CBS	CN				B	1.7	13	127	SAT.	3.30P	90 ABC	SE				B	9.3	25	693	
INT'L CHAMPIONSHIP BOXING				7	178		A	10.9	29	812	SCHOOLHOUSE ROCK-8.26AM		18		189	190	98	98	A	5.5	36	410
1 SUN.	3.15P	75 ABC	SE				B	11.5	28	857	SAT.	8.26A	4 ABC	CA				B	4.4	29	328	
ISSUES AND ANSWERS				21	169	171	A	3.3	14	246	SCHOOLHOUSE ROCK-9.26AM		18		189	190	98	98	A	5.2	22	387
SUN.	12.00N	30 ABC	CC				B	3.1	12	231	SAT.	9.26A	4 ABC	CA				B	5.9	24	440	
JACKIE GLEASON GOLF-SAT.(S)					159		A	3.9	11	291	SCHOOLHOUSE ROCK-10.56AM		14		193	192	99	99	A	5.7	22	425
2 SAT.	4.00P	60 CBS	SE								SAT.	10.56A	3 ABC	CA				B	6.5	24	484	
JACKIE GLEASON GOLF-SUN(S)					187		A	5.1	13	380	SCHOOLHOUSE ROCK-11.26AM		18		185	185	98	98	A	5.2	21	387
2 SUN.	3.54P	126 CBS	SE								SAT.	11.26A	3 ABC	CA				B	6.1	24	454	
JETSONS				6	197	178	A	7.4	29	551	SCHOOLHOUSE ROCK-11.56AM		20		185	185	92	92	A	5.5	22	410
SAT.	11.30A	30 NBC	CA				B	8.0	30	596	SAT.	11.56A	3 ABC	CA				B	6.0	24	447	
KIDS ARE PEOPLE TOO II				24	122	122	A	3.7	17	276	SCHOOLHOUSE ROCK-11.55AM		24		130	127	81	82	A	3.1	13	231
SUN.	10.30A	30 ABC	CL				B	3.5	15	261	SUN.	11.55A	4 ABC	CA				B	3.2	13	238	
KIDS ARE PEOPLE TOO III				24	122	122	A	4.0	18	298	SCOOBY'S ALL STARS I		18		189	190	98	98	A	4.8	34	358
SUN.	11.00A	30 ABC	CL				B	3.9	16	291	SAT.	8.00A	30 ABC	CA				B	3.8	28	283	
MEET THE PRESS				22	177	175	A	4.0	17	298	SCOOBY'S ALL STARS II		18		190	190	98	98	A	5.8	29	432
SUN.	12.30P	30 NBC	CC				B	3.2	13	238	SAT.	8.30A	30 ABC	CA				B	5.3	27	395	
METRIC MARVELS-10:27AM				24	203	203	A	6.4	24	477	SCOOBY'S ALL STARS III		18		190	190	98	98	A	5.8	25	432
SAT.	10.27A	2 NBC	IA				B	6.3	24	469	SAT.	9.00A	30 ABC	CA				B	6.2	26	462	
METRIC MARVELS-11:57AM				24	200	181	A	7.4	29	551	SPACE ACADEMY		24		185	182	98	96	A	5.3	21	395
SAT.	11.57A	2 NBC	IA				B	5.9	22	440	SAT.	12.00N	30 CBS	CL				B	6.7	25	499	
METRIC MARVELS-10:57AM				18	197	192	A	7.1	27	529	SPORTSWORLD		9		156	144	83	84	A	5.4	13	402
SAT.	10.57A	2 NBC	IA				B	7.3	27	544	1 SUN.	5.26P	34 NBC	SE				B	7.0	17	522	
NBA BASKETBALL GAME				8	173	174	A	3.8	11	283	2 SUN.	5.21P	39									

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST MAR. 1979 REPORT

PROGRAM NAME														PROGRAM NAME													
T/C THIS SEASON														T/C THIS SEASON													
NO. OF STATIONS														NO. OF STATIONS													
PROGRAM COVERAGE														PROGRAM COVERAGE													
HOUSEHOLD AUDIENCES														HOUSEHOLD AUDIENCES													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKEND DAYTIME CONT'D																											
SUNDAY MORNING					7	79	80	68	68	A	1.7	9	127														
SUN. 9.00A 90 CBS N									B	1.9	10	142															
SUPERSTARS					9	182	179	95	94	A	9.2	27	685														
SUN. 2.00P 75 ABC SE									B	9.6	26	715															
TARZAN AND SUPER SEVEN 1					24	191	192	99	99	A	8.5	33	633														
SAT. 10.30A 30 CBS CA									B	8.6	32	641															
TARZAN AND SUPER SEVEN 2					24	191	192	99	99	A	8.1	32	603														
SAT. 11.00A 30 CBS CA									B	9.0	34	671															
TARZAN AND SUPER SEVEN 3					24	192	193	99	99	A	7.1	28	529														
SAT. 11.30A 30 CBS CA									B	8.3	31	618															
30 MINUTES					17	170	170	91	91	A	4.7	17	350														
1 SAT. 1.30P 30 CBS DN									B	5.0	17	373															
2 SAT. 1.36P 30																											
WHAT'S NEW, MISTER MAGOO					7	51	52	45	45	A	1.5	16	112														
SUN. 8.00A 30 CBS CA									B	1.2	14	89															
WORLD SERIES-AUTO RACING					3	167		89		A	5.2	17	387														
1 SAT. 2.30P 60 ABC SE									B	5.3	17	395															
WORLD SERIES-AUTO RACING					1		177		95	A	9.0	25	671														
2 SUN. 3.15P 60 ABC SE									B	9.0	25	671															

YOGI'S SPACE RACE 5 192 92 A 1.1 8 82  
 1 SAT. 8.00A 30 NBC CA B 1.6 12 119



		W E E K 2														
TOTAL AUDIENCE (Households (000) & %)		17,430 23.4					18,100 24.3									
ABC TV		<div>← Salvage 1 (OP) → How the West Was Won →</div>														
AVERAGE AUDIENCE (Households (000) & %)		14,230 19.1					12,440 16.7									
SHARE OF AUDIENCE %		18.6*					16.4*									
AVG. AUD. BY 1/4 HR. %		18.1					17.3									
TOTAL AUDIENCE (Households (000) & %)		13,040 17.5					21,830 29.3					18,630 25.0				
CBS TV		Billy					Flatbush (OP)					WKRP in Cincinnati				
AVERAGE AUDIENCE (Households (000) & %)		11,030 14.8					20,120 27.0					14,750 19.8				
SHARE OF AUDIENCE %		14.7					23.5					20.3*				
AVG. AUD. BY 1/4 HR. %		14.9					23.9					20.2				
TOTAL AUDIENCE (Households (000) & %)		22,350 30.0					21,380 28.7									
NBC TV		<div>← Little House on the Prairie (OP) → NBC Monday Night Movies →</div>														
AVERAGE AUDIENCE (Households (000) & %)		18,850 25.3					15,570 20.9					21,570 29.3				
SHARE OF AUDIENCE %		23.1					19.7*					21.5*				
AVG. AUD. BY 1/4 HR. %		23.1					19.7					21.6				
		"JENNIFER: A WOMAN'S STORY" (9:00-11:00PM)														

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. FEB. 27, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					24,590 33.0		24,880 33.4		25,850 34.7		21,610 29.0		20,260 27.2				
	ABC TV					Happy Days		Laverne and Shirley		Three's Company		Taxi	(OP)			20/20 (10:00-11:00PM)		
	AVERAGE AUDIENCE (Households (000) & %)					22,130 29.7		23,390 31.4		24,210 32.5		20,120 27.0		14,750 19.8		22.2* 37 *		17.3* 31 *
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					46 28.3		47 30.7		48 32.4		42 27.4		34 23.6		20.8	18.1	16.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)					17,360 23.3								14,830 19.9				
	CBS TV							CBS Tuesday Night Movies "WOMEN AT WEST POINT" (8:00-10:00PM) (OP)								Paper Chase		
	AVERAGE AUDIENCE (Households (000) & %)					11,320 15.2	12.7*		14.9*		15.9*		17.2*	11,620 15.6	15.1*		16.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					23 12.5	20 *		22 *		24 *		27 *	27 14.9	25 *		25 *	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					15,270 20.5				17,360 23.3								
	NBC TV							Cliffhangers			(OP)	Big Event "THE DROWNING POOL" (9:00-11:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)					10,800 14.5	14.8*		14.3*	11,320 15.2	13.9*		14.9*		15.6*		16.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					22 15.1	23 *		22 *	25 13.6	21 *		23 *		26 *		30 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					28,760 38.6		27,570 37.0		24,810 33.3		21,080 28.3		18,400 24.7				
	ABC TV					Happy Days		Laverne and Shirley		Three's Company (R)		Taxi	(OP)			Starsky & Hutch		
	AVERAGE AUDIENCE (Households (000) & %)					25,550 34.3		25,630 34.4		23,170 31.1		19,440 26.1		14,750 19.8		20.5* 34 *		19.1* 34 *
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					52 32.8		52 34.2		47 30.8		41 26.4		34 21.1		34 *	18.9	19.2
W E K 1	TOTAL AUDIENCE (Households (000) & %)					9,460 12.7				15,500 20.8								
	CBS TV							CBS Reports "INSIDE THE UNION" (8:00-9:00PM)			(OP)	CBS Tuesday Night Movies "COACH" (9:00-10:57PM)						
	AVERAGE AUDIENCE (Households (000) & %)					6,180 8.3	8.8*		7.9*	10,430 14.0	12.4*		14.4*		14.9*		14.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					13 9.5	13 *	8.0	12 *	23 12.5	19 *		22 *		25 *		26 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					15,570 20.9				18,920 25.4								
	NBC TV							Cliffhangers			(OP)	Big Event "GOLD OF THE AMAZON WOMEN" (9:00-11:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)					10,650 14.3	14.2*		14.5*	12,590 16.9	16.4*		16.4*		17.7*		16.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					22 14.5	22 *	14.4	22 *	27 16.4	25 *		26 *		30 *		30 *	
TV HOUSEHOLDS USING TV		WK 1	58.6	60.9	60.5	62.2	63.5	65.1	66.1	66.7	66.7	67.4	65.2	64.3	60.7	58.5	56.9	54.6
(See Def. 1)		WK 2	55.8	57.6	60.2	63.3	65.6	66.1	66.3	66.7	66.3	65.9	64.6	64.0	61.2	58.8	56.7	54.6

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-30

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. FEB. 28, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					24,510 32.9					21,010 28.2					19,150 25.7				
	ABC TV					Eight Is Enough				Charlie's Angels				(CP)	Vegas					
	AVERAGE AUDIENCE (Households (000) & %)					20,410 27.4	25.9*			28.8*	23.9	23.7*			24.1*	21.1	21.3*	20.8*		
	SHARE OF AUDIENCE %					43	41 *			44 *	36	36 *			36 *	36	36 *	37 *		
	AVG. AUD. BY ¼ HR. %					24.5	27.4	28.7	28.8	23.3	24.1	24.3	23.9	21.3	21.4	21.4	20.2	20.2		
CBS TV	TOTAL AUDIENCE (Households (000) & %)					12,440 16.7					15,120 20.3			13,860 18.6						
	Married: The First Year					(OP)				One Day at a Time	The Jeffersons		Kaz							
	AVERAGE AUDIENCE (Households (000) & %)					10,060 13.5	13.1*			13.8*	13,340 17.9			12,890 17.3			9,240 12.4	11.8*		
	SHARE OF AUDIENCE %					21	21 *			21 *	27			26			21	21 *		
	AVG. AUD. BY ¼ HR. %					13.1	13.1	13.7	13.9	17.6	18.1	17.5	17.1	13.6	12.4	12.0	11.5	11.5		
NBC TV	TOTAL AUDIENCE (Households (000) & %)					12,220 16.4					20,640 27.7									
	Supertrain					(CP)				NBC Novels for Television "FROM HERE TO ETERNITY" Pt. III (9:00-11:00PM)										
	AVERAGE AUDIENCE (Households (000) & %)					9,240 12.4	11.8*			13.0*	15,200 20.4	19.1*			20.2*	21.1*	21.3*	21.3*		
	SHARE OF AUDIENCE %					19	19 *			20 *	33	29 *			31 *	35 *	38 *	38 *		
	AVG. AUD. BY ¼ HR. %					11.7	11.8	12.2	13.7	18.8	19.4	20.2	20.2	20.9	21.3	21.5	21.1	21.1		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					24,960 33.5					23,020 30.9					20,040 26.9				
	ABC TV					Eight Is Enough				Charlie's Angels				(CP)	Vegas					
	AVERAGE AUDIENCE (Households (000) & %)					21,160 28.4	26.4*			30.3*	19,220 25.8	25.7*			25.9*	16,690 22.4	22.9*	21.5*		
	SHARE OF AUDIENCE %					43	41 *			45 *	39	39 *			39 *	39	39 *	40 *		
	AVG. AUD. BY ¼ HR. %					24.7	28.1	30.1	30.6	25.6	25.8	26.3	25.5	22.8	23.1	22.3	21.5	21.5		
CBS TV	TOTAL AUDIENCE (Households (000) & %)					11,470 15.4					14,600 19.6			15,500 20.8						
	Married: The First Year					(OP)				One Day at a Time	The Jeffersons		Kaz							
	AVERAGE AUDIENCE (Households (000) & %)					8,200 11.0	11.3*			10.8*	12,740 17.1			14,160 19.0			9,610 12.9	12.3*		
	SHARE OF AUDIENCE %					17	18 *			16 *	26			29			23	23 *		
	AVG. AUD. BY ¼ HR. %					11.9	10.8	10.9	10.6	16.3	17.9	18.6	19.3	14.0	12.9	12.3	12.3	12.3		
NBC TV	TOTAL AUDIENCE (Households (000) & %)					17,360 23.3					17,660 23.7									
	Cher... and Other Fantasies (8:00-9:00PM)					(CP)				NBC Novels for Television "STUDS LONIGAN" Pt. I (9:00-11:00PM)										
	AVERAGE AUDIENCE (Households (000) & %)					12,290 16.5	16.9*			16.0*	11,100 14.9	15.4*			15.0*	14.9*	14.1*	14.1*		
	SHARE OF AUDIENCE %					25	26 *			24 *	24	23 *			23 *	25 *	26 *	26 *		
	AVG. AUD. BY ¼ HR. %					17.0	16.9	16.0	15.9	15.6	15.2	15.3	14.7	15.3	14.6	14.4	13.8	13.8		
TV HOUSEHOLDS USING TV WK 1		59.4	60.1	59.8	60.9	61.6	63.4	64.8	65.6	65.1	66.5	66.4	65.7	60.8	59.2	57.4	55.1	55.1		
(See Def. 1)		56.6	57.7	58.7	60.5	63.4	65.5	66.8	66.7	65.1	66.3	66.9	66.1	60.4	58.0	55.7	53.4	53.4		



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. MAR. 1, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)						24,210 32.5		21,460 28.8		19,440 26.1		18,250 24.5		16,320 21.9				
	ABC TV							Mork & Mindy (M)	Angie		Barney Miller		Soap	(OP)			Family		
	AVERAGE AUDIENCE (Households (000) & %)						21,530 28.9		20,190 27.1		18,030 24.2		17,060 22.9		14,380 19.3		19.4*		19.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						45 27.9	29.8	41 26.7	27.5	36 24.3	24.1	35 23.2	22.7	33 19.6		33* 19.2	34* 19.1	34* 15.1
W E K 2	TOTAL AUDIENCE (Households (000) & %)						17,580 23.6				15,570 20.9				16,170 21.7				
	CBS TV								The Waltons	(OP)		Hawaii Five-0						Barnaby Jones	
	AVERAGE AUDIENCE (Households (000) & %)						14,830 19.9	18.8*		21.1*	13,110 17.6	17.2*		18.1*	13,410 18.0		17.8*		18.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 18.1	29* 19.4		32* 21.3	26 20.8	26* 17.0		27* 17.9	31 17.4		30* 18.1	33* 18.3	33* 18.0
W E K 1	TOTAL AUDIENCE (Households (000) & %)						12,220 16.4				18,100 24.3				15,200 20.4				
	NBC TV								Leopard of the Wild (8:00-9:00PM)	(OP)		Quincy, M.E.						Mrs. Columbo	
	AVERAGE AUDIENCE (Households (000) & %)						8,050 10.8	9.9*		11.7*	14,750 19.8	19.4*		20.1*	11,700 15.7		16.9*		14.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						17 10.0	15* 9.8		18* 11.3	30 19.1	29* 19.7		30* 20.1	27 17.9		28* 16.0	26* 14.8	26* 14.2
W E K 2	TOTAL AUDIENCE (Households (000) & %)						26,520 35.6		27,710 37.2				17,060 22.9		13,110 17.6				
	ABC TV							Mork & Mindy		John Denver and the Ladies (8:30-9:30PM)		Soap	(OP)				Family		
	AVERAGE AUDIENCE (Households (000) & %)						23,910 32.1		19,670 26.4		28.7*	14,750 19.8		10,280 13.8			14.0*		13.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						50 30.8		40 29.4		44* 28.0	37* 23.2	31 20.1	19.4	23 13.8		23* 14.2	24* 13.7	24* 13.6
W E K 2	TOTAL AUDIENCE (Households (000) & %)						19,150 25.7				26,450 35.5								
	CBS TV								The Waltons	(OP)				People's Choice Awards (9:00-11:00PM(1))					
	AVERAGE AUDIENCE (Households (000) & %)						15,200 20.4	18.5*		22.3*	14,380 19.3	17.9*		20.3*			20.5*		18.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						32 18.0	29* 19.0		34* 22.2	31 18.1	27* 17.6		32* 20.1			34* 19.7	32* 18.7	32* 18.6
W E K 2	TOTAL AUDIENCE (Households (000) & %)						7,750 10.4				20,490 27.5								
	NBC TV									Little Women	(OP)			Quincy, M.E.					(2)
	AVERAGE AUDIENCE (Households (000) & %)						4,920 6.6	5.9*		7.2*	13,190 17.7	16.5*		18.2*			18.1*		17.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						10 6.2	9* 5.6		11* 6.9	28 15.4	25* 17.6		29* 18.3			30* 18.2	31* 18.0	31* 17.6
TV HOUSEHOLDS USING TV (See Def. 1)			WK 1	58.2	59.8	60.3	61.7	63.4	65.4	65.9	67.1	66.7	67.1	66.5	65.7	60.7	58.5	56.5	55.1
			WK 2	56.2	57.4	57.5	59.9	62.9	64.7	65.4	65.6	65.4	64.9	64.3	63.2	61.6	60.7	59.1	56.2

U. S. TV Households: 74,500,000

A-9 (1) FOR REMAINING RATINGS, SEE OP. PAGES.  
(2) PROMO FILL, NBC, (10:55-11:00PM)(SUS.).

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. THU. MAR. 8, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. MAR. 2, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					9,540 12.8		12,520 16.8		18,030 24.2								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					8,340 11.2		11,100 14.9		11,770 15.8		16.2*		16.1*		15.6*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 11.1		25 14.1		28 16.3		27* 16.1		28* 15.9		28* 15.4		13.1
W E K 2	TOTAL AUDIENCE (Households (000) & %)					17,210 23.1				20,190 27.1								
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					13,190 17.7		16.2*		13,040 17.5		16.6*		17.9*		17.9*		17.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 15.6		28* 16.9		31 16.3		28* 16.8		31* 17.8		33* 17.9		34* 17.7
W E K 1	TOTAL AUDIENCE (Households (000) & %)					17,950 24.1		19,740 26.5				12,370 16.6		13,560 18.2				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					15,940 21.4		13,480 18.1		17.7*		18.6*		11,320 15.2		10,360 13.9		14.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					36 20.8		30 17.6		29* 17.8		31* 18.3		26 14.9		25* 15.5		27* 14.3
W E K 2	TOTAL AUDIENCE (Households (000) & %)					8,340 11.2		9,760 13.1		17,880 24.0								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					7,520 10.1		8,940 12.0		12,140 16.3		15.9*		16.5*		16.7*		16.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 10.2		20 10.1		28 15.5		26* 16.3		27* 16.6		29* 16.9		25* 16.6
W E K 2	TOTAL AUDIENCE (Households (000) & %)					19,440 26.1				19,970 26.8				18,630 25.0				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					15,120 20.3		18.5*		16,610 22.3		22.2*		15,790 21.2		21.2*		21.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					34 17.5		32* 19.5		37* 22.1		37* 22.3		37* 22.4		36* 21.5		38* 21.7
W E K 2	TOTAL AUDIENCE (Households (000) & %)					17,580 23.6		13,040 17.5		9,910 13.3		9,160 12.3		9,760 13.1				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					15,570 20.9		12,220 16.4		8,720 11.7		8,200 11.0		7,600 10.2		10.2*		10.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					36 20.4		27 21.4		19 16.6		18 11.5		18 11.0		18* 10.1		18* 9.9
TV HOUSEHOLDS USING TV		WK 1	53.7	55.0	55.3	56.9	57.9	59.6	60.3	60.9	60.3	59.9	57.9	57.7	55.8	53.7	52.8	51.0
(See Def. 1)		WK 2	52.5	53.8	54.8	56.0	57.6	59.2	60.1	60.6	60.1	60.9	60.9	60.4	58.2	58.0	56.5	55.6

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. FRI. MAR. 9, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. MAR. 3, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00			
W E K 1	TOTAL AUDIENCE (Households (000) & %)						11,620 15.6			10,650 14.3			17,060 22.9					19,000 25.5			
	ABC TV						Delta House	Welcome Back, Kotter		Love Boat		(OP)		Fantasy Island							
	AVERAGE AUDIENCE (Households (000) & %)						10,130 13.6	9,830 13.2		14,450 19.4		19.2*		16,020 21.5		21.0*		21.9*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 13.3	23 12.9		32 18.7		32* 19.7		33* 19.7		36* 21.4		35* 22.0			
W E K 2	TOTAL AUDIENCE (Households (000) & %)						17,810 23.9									9,240 12.4					
	CBS TV						CBS Saturday Night Movie "ACROSS THE GREAT DIVIDE" (8:00-10:00PM) (OP)										Boston and Kilbride (10:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)						12,810 17.2	15.6*		17.1*		18.1*		17.8*		9.0		8.2*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						29 15.2	28* 16.0		29* 17.1		30* 18.3		30* 17.6		16 10.7		15* 8.4			
W E K 1	TOTAL AUDIENCE (Households (000) & %)						16,910 22.7									17,280 23.2					
	NBC TV						Chips					(OP)		Rockford Files							
	AVERAGE AUDIENCE (Households (000) & %)						13,560 18.2	17.3*		19.1*		11,320 15.2		14.4*		14.7*		16.1*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						32 16.9	31* 17.6		33* 19.1		26 14.4		24* 14.3		25* 14.8		28* 16.1			
W E K 2	TOTAL AUDIENCE (Households (000) & %)						13,190 17.7			7,520 10.1			19,890 26.7			16,910 22.7					
	ABC TV						Delta House	Midwest: Carter Gamble (8:30-9:00PM)		Love Boat		(OP)		Fantasy Island (R)							
	AVERAGE AUDIENCE (Households (000) & %)						11,180 15.0	6,330 8.5		16,460 22.1		21.2*		13,780 18.5		18.6*		18.5*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 15.3	14 8.1		37 20.1		36* 22.3		39* 23.3		33 18.8		34* 18.4			
W E K 2	TOTAL AUDIENCE (Households (000) & %)						15,270 20.5									17,360 23.3					
	CBS TV						Wonder Woman (R)					(OP)		CBS Saturday Night Movie "DEATH WISH" (9:00-10:54PM)(R)					(1)		
	AVERAGE AUDIENCE (Households (000) & %)						10,500 14.1	12.1*		16.1*		12,440 16.7		15.9*		16.1*		17.3*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 12.2	21* 12.1		27* 16.3		29 15.6		27* 16.2		27* 16.1		31* 17.2			
W E K 2	TOTAL AUDIENCE (Households (000) & %)						21,310 28.6									13,860 18.6			11,550 15.5		
	NBC TV						Chips					(OP)		B.J. and the Bear				Rockford Files			
	AVERAGE AUDIENCE (Households (000) & %)						17,210 23.1	21.2*		25.0*		10,650 14.3		14.5*		14.1*		9,910 13.3			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						40 20.3	37* 22.0		43* 25.3		24 14.9		24* 14.0		24* 14.0		24* 13.4			
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		53.0	54.8	55.2	55.5	55.8	56.6	58.0	58.6	59.6	60.0	59.8	59.4	58.0	57.2	56.2	54.9				
WK 2		52.1	54.2	55.1	56.5	57.0	57.6	58.3	59.0	59.3	60.0	59.5	59.0	57.1	56.3	55.2	53.8				

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. MAR. 4, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)		ABC TV																
	SHARE OF AUDIENCE %		ABC TV																
	AVG. AUD. BY 1/4 HR. %		ABC TV																
E E K 2	TOTAL AUDIENCE (Households (000) & %)		CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)		CBS TV																
	SHARE OF AUDIENCE %		CBS TV																
	AVG. AUD. BY 1/4 HR. %		CBS TV																
1	TOTAL AUDIENCE (Households (000) & %)		NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)		NBC TV																
	SHARE OF AUDIENCE %		NBC TV																
	AVG. AUD. BY 1/4 HR. %		NBC TV																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)		ABC TV																
	SHARE OF AUDIENCE %		ABC TV																
	AVG. AUD. BY 1/4 HR. %		ABC TV																
E E K 2	TOTAL AUDIENCE (Households (000) & %)		CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)		CBS TV																
	SHARE OF AUDIENCE %		CBS TV																
	AVG. AUD. BY 1/4 HR. %		CBS TV																
2	TOTAL AUDIENCE (Households (000) & %)		NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)		NBC TV																
	SHARE OF AUDIENCE %		NBC TV																
	AVG. AUD. BY 1/4 HR. %		NBC TV																
TV HOUSEHOLDS USING TV WK 1																			
(See Def. 1) WK 2																			

U.S. TV Households: 74,500,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45
W	<b>TOTAL AUDIENCE</b> (Households (000) & %)	6,030 8.1																	
	<b>ABC TV</b> Weekend Report-Sunday																		
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	5,660 7.6																	
	<b>SHARE OF AUDIENCE %</b>	16																	
	<b>AVG. AUD. BY ¼ HR. %</b>	7.6																	
E	<b>TOTAL AUDIENCE</b> (Households (000) & %)	5,140 6.9								7,900 10.6									
	<b>CBS TV</b> CBS Sunday News-Bradley																		
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	4,990 6.7								5,660 7.6	8.0*				7.5*				
	<b>SHARE OF AUDIENCE %</b>	14								27	25 *				29 *				
	<b>AVG. AUD. BY ¼ HR. %</b>	6.7								8.3	7.7				7.3	6.8			
K	<b>TOTAL AUDIENCE</b> (Households (000) & %)																		
	<b>NBC TV</b>																		
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)																		
	<b>SHARE OF AUDIENCE %</b>																		
	<b>AVG. AUD. BY ¼ HR. %</b>																		
1	<b>TOTAL AUDIENCE</b> (Households (000) & %)			5,290 7.1						9,910 13.3							2,910 3.9		
	<b>NBC TV</b>																		
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)			3,280 4.4	5.1*		5.1*			5,890 7.9	9.5*				7.3*		2,160 2.9	3.1*	
	<b>SHARE OF AUDIENCE %</b>			22	18 *		23 *			29	30 *				28 *		22	22 *	
	<b>AVG. AUD. BY ¼ HR. %</b>			5.0	5.1	5.2	4.9	4.4		10.2	8.8	7.8		6.8	5.8	6.0	3.4	2.5	2.5
W	<b>TOTAL AUDIENCE</b> (Households (000) & %)																		
	<b>ABC TV</b> Weekend Report-Sunday																		
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)																		
	<b>SHARE OF AUDIENCE %</b>																		
	<b>AVG. AUD. BY ¼ HR. %</b>																		
E	<b>TOTAL AUDIENCE</b> (Households (000) & %)																		
	<b>CBS TV</b> CBS Sunday News-Bradley																		
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)																		
	<b>SHARE OF AUDIENCE %</b>																		
	<b>AVG. AUD. BY ¼ HR. %</b>																		
K	<b>TOTAL AUDIENCE</b> (Households (000) & %)																		
	<b>NBC TV</b>																		
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)																		
	<b>SHARE OF AUDIENCE %</b>																		
	<b>AVG. AUD. BY ¼ HR. %</b>																		
2	<b>TOTAL AUDIENCE</b> (Households (000) & %)			3,650 4.9						8,570 11.5							2,680 3.6		
	<b>NBC TV</b>																		
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)			2,010 2.7	3.3*		3.1*			4,840 6.5	7.7*				6.0*		1,940 2.6	2.7*	
	<b>SHARE OF AUDIENCE %</b>			13	11 *		14 *			25	25 *				24 *		21	20 *	
	<b>AVG. AUD. BY ¼ HR. %</b>			3.3	3.3	3.2	3.0	2.7		8.2	7.2	6.4		5.7	5.1	4.0	2.8	2.5	2.3
<b>TV HOUSEHOLDS USING TV WK 1</b> (See Def. 1)		49.7	40.6	30.8	26.9	23.5	21.1	18.6	33.8	30.1	27.0	24.4	20.9	17.9	15.4	13.8	12.2		
<b>WK 2</b>		46.4	40.7	32.0	27.1	23.6	20.8	17.9	32.9	29.2	25.6	23.3	20.4	18.0	15.3	13.6	11.9		

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00													
W E K 1	<b>ABC TV</b>	<div><div>TOTAL AUDIENCE (Households (000) &amp; %)</div><div>3,500 4.7</div><div>4,540 6.1</div></div>																													
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	<div><div>Good Morning, America</div><div>(Co-op)</div><div>(Participating)</div><div>(Co-op)</div><div>(Participating)</div></div>																													
	<b>SHARE OF AUDIENCE %</b>	<div><div>2,680 3.6</div><div>3,950 5.3</div></div>																													
	<b>AVG. AUD. BY 1/4 HR. %</b>	<div><div>22 3.3</div><div>29 5.2</div><div>5.3</div></div>																													
CBS TV	<b>TOTAL AUDIENCE</b> (Households (000) & %)	<div><div>3,050 4.1</div><div>3,870 5.2</div><div>4,620 6.2</div><div>5,660 7.6</div></div>																													
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	<div><div>Morning Mon-Fri</div><div>(Co-op)</div><div>(Participating)</div><div>Captain Kangaroo</div><div>All In The Family</div><div>Price is Right 1 MTUWF (S)(OP)</div></div>																													
	<b>SHARE OF AUDIENCE %</b>	<div><div>1,790 2.4</div><div>2,460 3.3</div><div>3,870 5.2</div><div>4,840 6.5</div></div>																													
	<b>AVG. AUD. BY 1/4 HR. %</b>	<div><div>16 2.3</div><div>17 * 3.2</div><div>20 * 3.7</div><div>25 4.9</div><div>30 5.5</div><div>30 6.2</div><div>6.8</div></div>																													
NBC TV	<b>TOTAL AUDIENCE</b> (Households (000) & %)	<div><div>4,770 6.4</div><div>4,400 5.9</div><div>4,470 6.0</div><div>4,170 5.6</div></div>																													
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	<div><div>Today Show</div><div>(Co-op)</div><div>(Participating)</div><div>(Co-op)</div><div>(Participating)</div><div>Card Sharks</div><div>All Star Secrets (1)</div></div>																													
	<b>SHARE OF AUDIENCE %</b>	<div><div>3,870 5.2</div><div>3,580 4.8</div><div>3,870 5.2</div><div>3,580 4.8</div></div>																													
	<b>AVG. AUD. BY 1/4 HR. %</b>	<div><div>30 5.2</div><div>28 4.6</div><div>25 4.9</div><div>22 4.8</div><div>22 5.3</div><div>22 4.8</div><div>4.9</div></div>																													
W E K 2	<b>ABC TV</b>	<div><div>TOTAL AUDIENCE (Households (000) &amp; %)</div><div>3,580 4.8</div><div>4,100 5.5</div></div>																													
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	<div><div>Good Morning, America</div><div>(Co-op)</div><div>(Participating)</div><div>(Co-op)</div><div>(Participating)</div></div>																													
	<b>SHARE OF AUDIENCE %</b>	<div><div>2,760 3.7</div><div>3,430 4.6</div></div>																													
	<b>AVG. AUD. BY 1/4 HR. %</b>	<div><div>23 3.5</div><div>25 4.6</div><div>4.6</div></div>																													
CBS TV	<b>TOTAL AUDIENCE</b> (Households (000) & %)	<div><div>2,980 4.0</div><div>3,800 5.1</div><div>4,540 6.1</div><div>5,360 7.2</div></div>																													
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	<div><div>Morning Mon-Fri</div><div>(Co-op)</div><div>(Participating)</div><div>Captain Kangaroo (2)</div><div>All In The Family</div><div>Price is Right 1</div></div>																													
	<b>SHARE OF AUDIENCE %</b>	<div><div>1,790 2.4</div><div>2,460 3.3</div><div>3,800 5.1</div><div>4,540 6.1</div></div>																													
	<b>AVG. AUD. BY 1/4 HR. %</b>	<div><div>15 2.4</div><div>17 * 3.3</div><div>20 * 3.6</div><div>25 4.7</div><div>25 5.6</div><div>25 5.8</div><div>6.4</div></div>																													
NBC TV	<b>TOTAL AUDIENCE</b> (Households (000) & %)	<div><div>4,470 6.0</div><div>4,540 6.1</div><div>4,020 5.4</div><div>4,020 5.4</div></div>																													
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	<div><div>Today Show</div><div>(Co-op)</div><div>(Participating)</div><div>(Co-op)</div><div>(Participating)</div><div>Card Sharks</div><div>All Star Secrets (1)</div></div>																													
	<b>SHARE OF AUDIENCE %</b>	<div><div>3,650 4.9</div><div>3,730 5.0</div><div>3,350 4.5</div><div>3,500 4.7</div></div>																													
	<b>AVG. AUD. BY 1/4 HR. %</b>	<div><div>28 4.8</div><div>29 5.0</div><div>22 4.4</div><div>23 4.6</div><div>23 4.6</div><div>23 4.8</div></div>																													
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		WK 2																													
		8.0	8.0	10.4	10.5	12.8	12.6	13.9	13.8	14.9	15.4	16.4	16.9	17.4	17.3	18.6	18.1	19.5	19.2	20.0	19.5	20.8	20.0	21.1	20.1	21.5	21.0	21.5	20.7	21.8	20.2

U. S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 26-MAR. 2, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W	TOTAL AUDIENCE (Households (000) & %)	4,620 6.2		6,930 9.3		4,400 5.9		6,480 8.7		9,010 12.1				7,970 10.7				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	3,870 5.2		5,960 8.0		3,800 5.1		5,510 7.4		7,000 9.4				6,110 8.2				
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	25 4.9		32 5.5		20 5.0		27 7.2		34 9.3		34* 9.5		33* 9.1		28* 7.9		31* 8.8
K	TOTAL AUDIENCE (Households (000) & %)	6,330 8.5		4,770 6.4		7,520 10.1		6,410 8.6				8,050 10.8				7,970 10.7		
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	5,510 7.4		4,320 5.8		6,780 9.1		5,740 7.7				6,260 8.4				6,110 8.2		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	32 7.2		24 7.6		35 9.0		29 7.6				30 8.1		28* 8.8		32* 8.9		25* 8.3
1	TOTAL AUDIENCE (Households (000) & %)	5,140 6.9		5,960 8.0		3,800 5.1		4,170 5.6		4,100 5.5		6,630 8.9				5,140 6.9		
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	4,400 5.9		5,140 6.9		3,280 4.4		3,580 4.8		3,580 4.8		4,990 6.7				4,620 6.2		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	27 6.0		28 6.1		17 4.4		18 4.7		18 5.0		24 6.4		23* 6.6		25* 6.9		22 6.2
W	TOTAL AUDIENCE (Households (000) & %)	4,540 6.1		6,930 9.3		4,400 5.9		5,740 7.7		8,570 11.5				8,270 11.1				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	3,730 5.0		5,960 8.0		3,800 5.1		4,770 6.4		6,480 8.7				6,330 8.5				
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	24 4.7		34 5.4		20 5.0		24 6.2		32 8.5		32* 9.0		31* 8.7		29* 8.6		31* 8.5
K	TOTAL AUDIENCE (Households (000) & %)	5,660 7.6		4,620 6.2		7,300 9.8		6,780 9.1				8,200 11.0				8,270 11.1		
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	4,990 6.7		4,250 5.7		6,630 8.9		6,030 8.1				6,260 8.4				6,480 8.7		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	32 6.6		25 6.7		35 8.7		30 9.1				30 7.6		28* 8.0		32* 9.0		25* 8.5
2	TOTAL AUDIENCE (Households (000) & %)	4,400 5.9		5,140 6.9		3,430 4.6		4,100 5.5		6,930 9.3				4,920 6.6		8,120 10.5		
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	3,950 5.3		4,540 6.1		2,910 3.9		3,430 4.6		5,220 7.0				4,320 5.8		5,510 7.4		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	25 5.2		26 5.4		15 3.8		17 4.3		25 6.8		25* 7.0		25* 7.1		24 5.7		23* 6.8
TV HOUSEHOLDS USING TV		WK 1	22.1	23.0	24.3	25.1	25.8	26.7	26.9	27.6	27.2	27.3	27.1	27.6	27.9	27.9	28.4	29.7
(See Def. 1)		WK 2	20.6	21.5	23.0	24.4	25.8	26.9	26.8	27.4	26.5	26.8	27.2	27.9	28.2	28.9	29.2	30.0

U. S. TV Households: 74,500,000. \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 26-MAR. 2, 1979

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W	<b>ABC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)	9,090 12.2						5,220 7.0						10,130 13.6				
	AVERAGE AUDIENCE (Households (000) & %)	7,000		General Hospital				Edge of Night MWTHF (1)						ABC World News Tonight				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	9.4 30 8.9	9.0* 30* 9.1	9.8		9.9* 31* 10.0	6.2 19 6.2	6.1						8,870 11.5 21 11.5	12.3			
K	<b>CBS TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)			7,230 9.7		3,950 5.3								13,630 18.3				
	AVERAGE AUDIENCE (Households (000) & %)	Guiding Light		M*A*S*H		Match Game '79 MWF (S)(OP)(1)								CBS Evening News with Walter Cronkite				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	8.2 27* 8.2	8.2* 27* 8.1	8.3 25 8.0	8.6		4.7 14 4.5	4.8						12,070 16.2 25 16.0	16.4			
1	<b>NBC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)	7,000 9.4										10,950 14.7						
	AVERAGE AUDIENCE (Households (000) & %)	Another World (2)						(1)						NBC Nightly News				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	7.4 24 6.9	7.1* 24* 7.2	7.7		7.7* 24* 7.7									9,760 13.1 23 12.9	13.3		
W	<b>ABC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)	8,720 11.7						5,440 7.3						9,540 12.8				
	AVERAGE AUDIENCE (Households (000) & %)	General Hospital		Edge of Night		Special (OP)								ABC World News Tonight				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	9.0 29 8.4	8.5* 28* 8.6	9.3		9.4* 30* 9.5	6.3 20 6.4	6.2						8,120 10.9 20 10.4	11.5			
K	<b>CBS TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)			7,150 9.6		4,320 5.8								12,670 17.0				
	AVERAGE AUDIENCE (Households (000) & %)	Guiding Light		M*A*S*H		Match Game '79								CBS Evening News with Walter Cronkite				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	8.8 29* 8.8	8.9* 29* 8.9	8.2 26 8.0	8.4		4.9 15 4.8	4.9						11,250 15.1 29 14.8	15.3			
2	<b>NBC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)											10,430 14.0						
	AVERAGE AUDIENCE (Households (000) & %)	Another World (2)												NBC Nightly News				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	7.3 25* 7.3	7.4* 25* 7.5	8.3		8.2* 26* 8.2									9,240 12.4 23 12.2	12.5		
TV HOUSEHOLDS USING TV		WK 1	30.5	31.6	32.4	33.6	32.5	33.6	34.1	35.8	37.8	40.6	42.8	46.1	50.5	53.1	54.6	56.7
(See Def. 1)		WK 2	30.7	32.0	32.2	33.1	32.0	32.8	32.7	34.5	36.5	38.8	40.7	43.7	48.0	50.5	51.9	53.8

U.S. TV Households: 74,500,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

A-23 (1) "CARTER NEWS CONFERENCE", ABC, CBS, NBC, TUE., (4:00-4:30PM)(4:00-4:30PM)(SUS.).

(2) "NBC NEWS UPDATE", (SUS.).

DAY MON.-FRI. MAR. 5-9, 1979



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. MAR. 3, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W	TOTAL AUDIENCE (Households (000) & %)					4,620 6.2	5,510 7.4		5,740 7.7	4,840 6.5		5,510 7.4		5,740 7.7				
	ABC TV					Scooby's All-Stars I (OP)		Scooby's All-Stars II	Scooby's All-Stars III (OP)	Challenge of the Superfriends I		Challenge of the Superfriends 2		Challenge of the Superfriends 3 (OP)				
	AVERAGE AUDIENCE (Households (000) & %)					3,430	4,470		4,540	4,170		4,840		4,950				
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					4.6 33 3.9	6.0 30 6.0		6.1 27 6.4	5.6 23 5.8		6.5 25 6.4		6.7 26 6.7				
K	TOTAL AUDIENCE (Households (000) & %)					4,540 6.1	6,030 8.1		7,900 10.6	8,940 12.0		8,420 11.3		7,080 9.5				
	CBS TV					All New Popeye Hour I (OP)		All New Popeye Hour II (OP)	Bugs Bunny/ Road Runner I (OP)	Bugs Bunny/ Road Runner 2 (OP)		Bugs Bunny/ Road Runner 3 (OP)		Tarzan & the Super Seven I				
	AVERAGE AUDIENCE (Households (000) & %)					3,580	4,690		6,780	8,050		7,520		6,030				
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					4.8 32 4.3	6.3 32 6.0		9.1 39 8.6	10.8 43 9.6		10.1 39 10.7		8.1 32 8.3				
1	TOTAL AUDIENCE (Households (000) & %)					1,120 1.5	3,350 4.5		5,140 6.9	5,360 7.2		6,110 8.2		7,080 9.5				
	NBC TV					Bay City Rollers (SUS.)		Yogi's Space Race	Fantastic Four		Godzilla Super 90 I	Godzilla Super 90 II		Godzilla Super 90 III (OP)	Daffy Duck (OP)			
	AVERAGE AUDIENCE (Households (000) & %)					820	2,760		4,250	4,770		4,920		5,590				
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					1.1 8 1.1	3.7 20 3.1		5.7 26 5.1	6.4 26 6.2		6.6 25 6.4		7.5 29 7.3				
W	TOTAL AUDIENCE (Households (000) & %)					4,540 6.1	5,360 7.2		5,360 7.2	4,770 6.4		5,140 6.9		5,810 7.8				
	ABC TV					Scooby's All-Stars I (OP)		Scooby's All-Stars II	Scooby's All-Stars III (OP)	Challenge of the Superfriends I		Challenge of the Superfriends 2		Challenge of the Superfriends 3 (OP)				
	AVERAGE AUDIENCE (Households (000) & %)					3,730	4,170		4,020	3,950		4,540		4,770				
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					5.0 35 4.5	5.6 28 5.5		5.4 24 5.7	5.3 21 5.1		6.1 23 6.3		6.4 25 6.7				
K	TOTAL AUDIENCE (Households (000) & %)					3,130 4.2	5,290 7.1		7,150 9.6	9,760 13.1		9,010 12.1		7,670 10.3				
	CBS TV					(1)	(2) (OP) All New Popeye Hour II (OP)		Bugs Bunny/ Road Runner I (OP)	Bugs Bunny/ Road Runner 2 (OP)		Bugs Bunny/ Road Runner 3 (OP)		Tarzan & the Super Seven I				
	AVERAGE AUDIENCE (Households (000) & %)					1,790	4,100		5,890	8,340		7,750		6,630				
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					2.4 15 2.4	5.5 28 4.9		7.9 34 7.2	11.2 43 8.6		10.4 39 10.4		8.9 35 9.0				
2	TOTAL AUDIENCE (Households (000) & %)					4,100 5.5	4,540 6.1		6,480 8.7	6,180 8.3		5,440 7.3		5,660 7.6				
	NBC TV					Bay City Rollers (SUS.)		Alvin and the Chipmunks	Fantastic Four		Godzilla Super 90 I	Godzilla Super 90 II		Godzilla Super 90 III (OP)	Daffy Duck (OP)			
	AVERAGE AUDIENCE (Households (000) & %)					3,130	3,730		5,360	5,440		4,920		4,620				
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					4.2 30 3.7	5.0 26 4.4		7.2 32 6.7	7.3 28 7.7		6.6 25 7.4		6.2 24 6.4				
TV HOUSEHOLDS USING TV WK 1		6.1	7.3	9.4	11.8	14.0	16.2	18.8	20.9	22.7	23.6	24.8	25.5	26.0	26.0	25.6	25.5	
(See Def. 1)		WK 2	5.5	7.1	9.5	11.9	13.8	16.4	18.6	21.0	22.4	24.2	25.4	26.2	25.9	26.0	25.5	25.4

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

(1) CBS NEWS SPECIAL REPORT, CBS, (6:00-8:21AM) (SUS.).

(2) "ALL NEW POPEYE HOUR I", CBS, (8:21-8:30AM).

DAY SAT. MAR. 10, 1979



TV HOUSEHOLDS USING TV WK 1  
(See Def. 1) WK 2

(OP) See Other Programs Section, Page A-36

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 8. (OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. MAR. 4, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																		3,650 4.5	
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																		Kids Are People Too I (SUS.)	Kids Are People Too II
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		2,910 3.5 18 3.8	4.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																			
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																			
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																			
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																			
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																			
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		4.1	4.7	5.6	6.9	9.4	11.8	14.9	17.4	18.2	19.7	19.6	19.9	21.3	22.4	22.2	22.1	21.8		
WK 2		3.6	4.5	5.1	6.8	8.9	10.4	12.1	14.4	16.1	16.9	17.8	19.8	21.4	22.2	22.1	21.8			

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36



U.S. TV Households: 74,500,000 † Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36  
A-33 † VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION. DAY SUN. MAR. 11, 1979

NATIONAL *Nielson* TV AUDIENCE ESTIMATES

DAY SUN. MAR. 4, 1979

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00				
W E K 1	TOTAL AUDIENCE (Households (000) & %)		12,290 16.5																	15,940 21.4		8,200 11.0	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 2	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 3	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 4	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 5	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 6	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 7	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 8	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 9	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 10	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 11	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 12	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 13	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 14	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 15	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 16	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 17	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 18	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 19	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 20	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 21	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 22	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 23	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 24	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 25	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 26	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 27	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 28	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 29	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 30	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 31	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 32	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 33	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 34	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 35	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 36	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 37	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 38	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 39	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 40	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 41	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 42	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	SHARE OF AUDIENCE %		29																	31		18	
W E K 43	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9																	9,540 12.8		6,630 8.9	
	ABC TV		Superstars → International Championship Boxing → ABC Wide World of Sports →																	ABC World News Tonight-Sunday			
	AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9																	9,			

U.S. TV Households: 74,500,000. \* Half-hour ratings (for immediately preceding and subject quarter-hour).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

WEEK 1										WEEK 2						
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING MONDAY																
	ABC	11.30-12.36AM	POLICE STORY-MON.	11.30	7,080	9.5	4,690	6.3	24	7.3	6,410	8.6	4,540	6.1	24	6.8
		11.30-12.35AM		11.45				7.0*	23*	6.7				6.6*	22*	6.5
				12.00						6.0						5.8
				12.15				5.8*	24*	5.7				5.7*	25*	5.5
				12.30						5.5						5.2
EVENING TUESDAY																
	ABC	11.30-12.41AM	TUESDAY MOVIE OF THE WEEK	11.30	5,890	7.9	3,580	4.8	19	6.8	7,230	9.7	4,620	6.2	24	7.8
				11.45				6.0*	20*	5.2				7.1*	24*	6.5
				12.00						4.4						5.8
				12.15				4.2*	18*	4.0				5.6*	23*	5.4
				12.30						3.5						4.9
	ABC	12.41- 1.25AM	TUESDAY MOVIE-WEEK PART 2	12.30	3,050	4.1	2,610	3.5	23	3.6	3,730	5.0	2,830	3.8	25	4.6
				12.45						3.7						4.1
				1.00						3.5						3.6
				1.15				3.3*	24*	3.0				3.4*	25*	3.2
EVENING WEDNESDAY																
	ABC	11.30-12.38AM	POLICE WOMAN	11.30	7,230	9.7	5,290	7.1	26	8.1	7,300	9.8	5,070	6.8	27	8.0

11.30-12.37AM	11.45			7.8*	25*	7.5			7.5*	25*	7.1		
	12.00					7.0					6.5		
	12.15			6.8*	27*	6.5			6.3*	28*	6.1		
	12.30					5.6					5.3		
ABC 12.38- 1.19AM MANNIX-WED.	12.30	3,950	5.3	3,130	4.2	26	4.3	3,870	5.2	3,580	4.8	31	4.8
12.37- 1.14AM	12.45				4.4*	25*	4.4				4.9*	30*	4.9
	1.00						4.1						4.7
	1.15						4.0						
EVENING THURSDAY													
ABC 11.30-12.00MD MIDEAST:CARTER GAMBLE-THU(S)	11.30							5,220	7.0	4,100	5.5	18	6.1
	11.45												4.9
ABC 11.30-12.38AM STARKY AND HUTCH-11:30	11.30	5,960	8.0	4,470	6.0	22	6.0						
12.00- 1.07AM	11.45				6.2*	20*	6.5						
	12.00						6.3	3,800	5.1	2,910	3.9	20	3.6
	12.15				6.2*	25*	6.1				3.7*	17*	3.7
	12.30						4.9						4.1
	12.45										4.1*	23*	4.2
	1.00												3.9
ABC 12.38- 1.42AM MANNIX-THURS.	12.30	3,800	5.1	2,910	3.9	25	4.4						
1.07- 1.52AM	12.45				4.3*	23*	4.2						
	1.00						3.8	2,460	3.3	2,090	2.8	23	3.1
	1.15				3.8*	27*	3.8				2.8*	21*	2.7
	1.30						3.6						2.8
	1.45										2.7*	24*	2.6
CBS 9.00-11.06PM PEOPLE'S CHOICE AWARDS(S)	11.00							FOR RTGS SEE PAGE A-9					19.0
EVENING FRIDAY													



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1							WEEK 2						
			TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR		
			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING FRIDAY CONT'D																
ABC 11.30-12.35AM BARETTA-11:30PM		11.30	6,330	8.5	4,620	6.2	19	6.7	6,180	8.3	4,400	5.9	18	5.9		
		11.45				6.7*	18*	6.7				5.8*	17*	5.7		
		12.00						6.4						5.9		
		12.15				5.9*	19*	5.3				6.0*	19*	6.1		
		12.30						4.7						5.3		
NBC 1.00- 2.30AM MIDNIGHT SPECIAL		1.00	5,220	7.0	2,830	3.8	26	5.0	4,990	6.7	2,380	3.2	21	4.3		
		1.15				4.6*	26*	4.1				4.1*	22*	3.9		
		1.30						3.9						3.1		
		1.45				3.7*	26*	3.5				3.0*	21*	2.8		
		2.00						3.3						2.6		
		2.15				3.1*	26*	3.0				2.5*	22*	2.5		
EVENING SATURDAY																
ABC 9.58- 9.59PM ABC NEWSBRIEF-SAT.		9.45	14,160	19.0	14,160	19.0	32	19.0	14,830	19.9	14,830	19.9	34	19.9		
ABC 11.00-11.15PM ABC WEEKEND REPORT-SAT.		11.00	6,260	8.4	6,110	8.2	16	8.2	5,590	7.5	5,360	7.2	15	7.2		
CBS 8.56- 8.57PM NEWSBREAK-SAT.		8.45	12,070	16.2	12,070	16.2	28	16.2	10,360	13.9	10,360	13.9	24	13.9		
8.58- 8.59PM																
NBC 8.58- 8.59PM NBC NEWS UPDATE-SAT.		8.45	11,700	15.7	11,700	15.7	27	15.7	13,480	18.1	13,480	18.1	31	18.1		
NBC 11.30-12.47AM SATURDAY NIGHT		11.30	14,750	19.8	10,430	14.0	39	15.4	16,610	22.3	10,800	14.5	42	16.4		

11.30-12.51AM	11.45				15.4*	38*	15.5				16.3*	42*	16.3	
	12.00						14.6						14.5	
	12.15				13.7*	40*	12.7				14.2*	41*	13.9	
	12.30						12.1						12.6	
	12.45						11.8				12.2*	41*	11.4	
EVENING SUNDAY														
ABC 7.58- 7.59PM ABC NEWSBRIEF-SUN.	7.45	11,770	15.8	11,770	15.8	24	15.8							
8.58- 8.59PM	8.45								10,280	13.8	10,280	13.8	20	13.8
CBS 9.28- 9.29PM NEWSBREAK-SUN.	9.15	18,480	24.8	18,480	24.8	36	24.8		19,150	25.7	19,150	25.7	37	25.7
NBC 8.58- 8.59PM NBC NEWS UPDATE-SUN.	8.45	11,990	16.1	11,990	16.1	23	16.1		12,440	16.7	12,440	16.7	25	16.7
NBC 11.30- 1.34AM NBC LATE NIGHT MOVIE	12.45	FOR RTGS SEE PAGE A-16			4.1*	23*	3.9		FOR RTGS SEE PAGE A-17			2.6*	15*	2.5
11.30- 1.36AM	1.00						3.6							2.2
	1.15				3.5*	26*	3.4					2.2*	16*	2.1
	1.30						2.4							2.0
EVENING MONDAY-FRIDAY														
ABC 9.58- 9.59PM ABC NEWSBRIEF-M-F	M-F 8.45	14,450	19.4	13,930	18.7	29	15.6		12,890	17.3	12,890	17.3	27	13.9
	9.45						21.7							19.6
CBS 8.58- 8.59PM NEWSBREAK-M-F	M-F 8.45	11,400	15.3	11,400	15.3	23	15.3		11,320	15.2	11,320	15.2	23	15.2
CBS 12.42- 1.26AM LATE MOVIE II	M-F 12.00								4,920	6.6	3,870	5.2	31	8.0
	12.15													6.9
	12.30	4,170	5.6	3,280	4.4	27	5.5							5.9
	12.45				5.5*	30*	4.8					6.2*	35*	5.4
	1.00						4.4							4.9
	1.15				3.9*	26*	3.7					4.6*	31*	4.4

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM					QUARTER HOUR	WEEK 1					WEEK 2						
						TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
						HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING MONDAY-FRIDAY CONT'D																	
NBC	8.58-	8.59PM	NBC NEWS UPDATE-M-F	M-F	8.45 9.15	11,620	15.6	11,620	15.6	24	15.7 15.3	11,100	14.9	11,100	14.9	23	14.9
DAY MONDAY-FRIDAY																	
ABC	11.00-	11.30AM	SPEC REPORT:SOLAR ECLIPSE(S)	MON.	11.00 11.15	6,930	9.3	5,890	7.9	29	7.1 8.7						
ABC	4.30-	5.30PM	ABC AFTERSCHOOL SPECIAL(S)	WED.	4.30 4.45 5.00 5.15							8,570	11.5	5,810	7.8 6.9*	21 20*	6.8 7.0 8.2 9.2
CBS	10.30-	11.30AM	MAGAZINE(S)	THU.	10.30 10.45 11.00 11.15	6,330	8.5	3,950	5.3 5.4*	26 27*	5.5 5.4 5.3 5.0						
CBS	11.54-	12.00NN	CBS MID-DAY NEWS-EDWARDS	M-F	11.45	4,840	6.5	4,250	5.7	23	5.7	4,840	6.5	4,170	5.6	24	5.6
CBS	4.00-	4.30PM	RAZZMATAZZ(S)	THU.	4.00 4.15	4,990	6.7	4,020	5.4	17	5.5 5.3						
NBC	1.00-	1.30PM	HOLLYWOOD SQUARES(B)	TUE.	1.00 1.15	2,830	3.8	2,380	3.2	12	3.2 3.3						

## DAY SATURDAY

ABC	8.26-	8.30AM SCHOOLHOUSE ROCK-8.26AM	8.15	4,320 5.8	4,170 5.6	37	5.6	4,400 5.9	3,950 5.3	34	5.3
ABC	9.26-	9.30AM SCHOOLHOUSE ROCK-9.26AM	9.15	4,540 6.1	4,320 5.8	25	5.8	3,580 4.8	3,350 4.5	19	4.5
ABC	10.56-	10.59AM SCHOOLHOUSE ROCK-10.56AM	10.45	4,920 6.6	4,540 6.1	23	6.1	4,100 5.5	3,950 5.3	20	5.3
ABC	11.26-	11.29AM SCHOOLHOUSE ROCK-11.26AM	11.15	4,320 5.8	4,020 5.4	22	5.4	3,950 5.3	3,730 5.0	20	5.0
ABC	11.56-	11.59AM SCHOOLHOUSE ROCK-11.56AM	11.45	3,800 5.1	3,580 4.8	19	4.8	4,990 6.7	4,540 6.1	25	6.1
CBS	8.26-	8.29AM IN THE NEWS- 8.26AM	8.15	4,320 5.8	4,320 5.8	36	5.8	2,530 3.4	2,010 2.7	16	2.7
CBS	8.56-	8.59AM IN THE NEWS- 8.56AM	8.45	5,440 7.3	4,990 6.7	32	6.7	4,770 6.4	4,320 5.8	28	5.8
CBS	9.26-	9.29AM IN THE NEWS- 9.26AM	9.15	7,380 9.9	7,150 9.6	41	9.6	7,000 9.4	6,850 9.2	38	9.2
CBS	9.59-	10.02AM IN THE NEWS- 9.59AM	9.45 10.00	8,640 11.6	8,200 11.0	42	11.3 10.9	8,050 10.8	7,670 10.3	40	10.3 10.3
CBS	10.26-	10.29AM IN THE NEWS-10.26AM	10.15	7,670 10.3	7,080 9.5	37	9.5	8,490 11.4	7,380 9.9	37	9.9
CBS	11.33-	11.36AM IN THE NEWS-11.33AM	11.30	5,890 7.9	5,590 7.5	29	7.5	5,890 7.9	5,740 7.7	31	7.7
CBS	11.56-	11.59AM IN THE NEWS-11.56AM	11.45	5,140 6.9	4,620 6.2	24	6.2	5,440 7.3	4,770 6.4	25	6.4
CBS	12.26-	12.29PM IN THE NEWS-12.26PM	12.15	4,320 5.8	4,100 5.5	22	5.5	3,650 4.9	3,280 4.4	17	4.4
CBS	12.56-	12.59PM IN THE NEWS-12.56PM	12.45	4,920 6.6	4,620 6.2	23	6.2				
CBS	1.26-	1.29PM IN THE NEWS- 1.26PM	1.15	4,470 6.0	4,170 5.6	20	5.6				
NBC	10.27-	10.29AM METRIC MARVELS-10:27AM	10.15	5,360 7.2	5,140 6.9	26	6.9	4,540 6.1	4,400 5.9	22	5.9
NBC	10.57-	10.59AM METRIC MARVELS-10:57AM	10.45	5,660 7.6	5,360 7.2	28	7.2	5,220 7.0	5,140 6.9	27	6.9
NBC	11.57-	11.59AM METRIC MARVELS-11:57AM	11.45	6,180 8.3	5,890 7.9	31	7.9	5,290 7.1	5,070 6.8	28	6.8

## DAY SUNDAY

ABC	11.55-	11.59AM SCHOOLHOUSE ROCK-11.55AM	11.45	2,090 2.8	2,010 2.7	12	2.7	2,830 3.8	2,530 3.4	14	3.4
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NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

					WEEK 1				WEEK 2								
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		%
DAY SUNDAY CONT'D																	
CBS	8.26-	8.29AM	IN THE NEWS-	8.26AM-SUN.	8.15	1,190	1.6	1,120	1.5	14	1.5	1,710	2.3	1,490	2.0	22	2.0
CBS	8.56-	8.59AM	IN THE NEWS-	8.56AM-SUN.	8.45	1,190	1.6	1,190	1.6	10	1.6	1,560	2.1	1,420	1.9	15	1.9
CBS	1.45-	3.54PM	NBA BASKETBALL GAME	3.45								FOR RTGS SEE PAGE A-33		3.4*	9*		3.3
NBC	3.00-	5.26PM	BAY HILL GOLF CLASSIC-SUN(S)	5.15	FOR RTGS SEE PAGE A-34				8.6*	21*	8.6						
NBC	3.12-	5.18PM	NCAA CHAMP. SERIES-SUN 2(S)	5.15								FOR RTGS SEE PAGE A-35					13.1